



**Board of Trustees Meeting  
Association Offices**

**February 27, 2024  
Albuquerque, New Mexico**

**PRESENT**

**President Jay L. Taylor (late arrival), 1st Vice President Mark Brown, 2<sup>nd</sup> Vice President Nancy Summers (by Zoom) and Trustees Norma Alvarez, Denise Chambliss, Warren Franklin, Mike Logan, Mac Murray, Helen Nave (by Zoom), Susie Prather (by Zoom), and Past President Tom Goncharoff.**

**ABSENT**

**Brian Anderson & Debra Laney.**

**GUESTS**

**Association lobbyist Joe Thompson (by Zoom), Ralph Vincent, Pierre J. Amestoy, Jr., and Leslie Fincher.**

**QUORUM**

**1<sup>st</sup> Vice President Mark Brown acknowledged a quorum present and called the meeting to order at 11:00 a.m.**

**MINUTE APPROVAL**

**Norma Alvarez made a motion to approve the Minutes of both the Annual Meeting and the Board of Trustees meeting held on January 25, 2024, as written, seconded by Mike Logan. Motion carried 9:0.**

**LOBBYIST REPORT**

**NMHBA Board Lobbyist, Joe Thompson, attended the meeting to give the Board of Trustees an update concerning possible legislation in the next Legislative Session next year. We should expect there to be some proposed bills.**

**There was a lengthy discussion pertaining to ways which the Horse Breeders could see and get acquainted with Legislators and ways in which to inform them of the industry and**

particularly with Horse Breeding and its importance to the state. Joe will keep the Board advised as to any upcoming events which members can meet and greet the Legislators.

There was a lengthy discussion regarding this subject.

President Taylor thanked Joe Thompson for coming to the meeting.

## ACTION ITEMS

### MARKETING COMMITTEE

1. Promotional Items – Mary Barber suggested that we spend about \$1,500.00 this year. That is what we have been allotting in the past. Jay Taylor would like to set up promotional items as a separate budget item instead of being a part of the Marketing budget. Denise Chambliss asked if this would reduce the Marketing budget of \$30,000.00. The other items like the water we buy for the horse sale party and the Saddle Towels with our logo are also coming under promotional items.
2. Cowboy Channel - President Taylor came up with a chart that shows that we have spent \$236,263 over the last five years on marketing and the publication. We made \$210,551.00 in income after expenses. So, we spent more on marketing than we made. We need to look and see what marketing has bought us. He is just asking that we look at what we are doing. The Quick Books report for 2023 showed that we spent \$31,000.00 and \$22,500.00 of that was for the Cowboy Channel. There was discussion about the Cowboy Channel and what we get and who it reaches. Denise Chambliss feels that the Cowboy Channel is all going for Quarter Horse. She would like to advertise in the BloodHorse, the Horsemen's Journal, and the Paulick Report for the Thoroughbreds. She had some examples to show the Trustees.

Norma Alvarez went over the proposal for the Cowboy Channel totaling \$16,000.00 and this will cover the video updates. This video will be seen by mainly Quarter Horse people but Thoroughbred people will see it as well. The advertisement is also shown at Ruidoso Downs.

Mike Logan asked Denise Chambliss what she is going to do and will her advertising also go out to the Quarter Horse people. She said that it will be the same thing with her advertisements that she plans to run with that goes out to a lot of people and some of them will be Quarter Horse people. The Cowboy Channel goes out to 4 million households and it is mainly Quarter Horse people. The Horsemen's Journal goes out to over 16 thousand households and she wants to work on the advertisement with Amber and Mary to send out.

After more discussion, President Taylor decided that Norma Alvarez will get \$17,000 for the Quarter Horse marketing and Denise Chambliss will get \$17,000 for the Thoroughbred marketing.

Norma Alvarez will spend the \$16,000 on the Cowboy Channel and will split the Triple Crown Report fee of \$1,000 with Denise. That will leave her \$500.00 and she is fine with that.

Mary Barber explained that the personalized waters, and the posters should have come out of the Sale Party budget item.

Mike Logan made a motion to accept the proposal for the Cowboy Channel and also for the proposal for the Triple Crown Report, seconded by Mark Brown. Motion carried 9:0.

### **BY-LAW CHANGE FOR THE DATE OF THE ANNUAL MEETING**

President Taylor understood that this came up at the board meeting on the day of the annual meeting. The discussion was about moving the annual meeting to Ruidoso in place of the Town Hall Discussion. Mary Barber explained that when it was decided to have the annual meeting in January, we were running at the Downs At Albuquerque and it was convenient. It is in the By-Laws that we have the meeting in January and we have the members at the annual meeting vote on the next year's date and place. We spent \$3,500.00 on the Sheraton Uptown. That included our lunch, the rooms and setup, the refreshments, and the microphones. We still have the cost of the mail in ballots and the meeting notice / agenda flyers.

President Taylor read the By-Law. Mac Murray wanted to clarify that the vote would then happen in July. Norma Alvarez thinks we should have the members vote through the magazine and President Taylor commented that we can also advertise it on our website and in emails so everyone knows what is coming. President Taylor said that Mark Brown will be tasked with coming up with the wording. If this is approved, the change will start in 2025. Warren pointed out the Trustees will have to serve an extra six months whose terms would have expired in January.

Denise Chambliss made a motion to ask the members to vote to change the date of the annual meeting from January to start in July of 2025, seconded by Norma Alvarez. Motion carried 9:0. We would do a magazine ballot and that would save a lot of money. We will put a place to print and sign your name and mail it in. The staff will check to make sure you are a current member and you only vote once. We need to get this in the next magazine that goes out in July.

### **BUDGET**

Denise Chambliss had looked this over and did not see anything that stuck out at her but then President Taylor stated that we need to table this item since we are going to make changes and bring it back in the next meeting. We did discuss how much was projected as income versus expenses. Mary Barber did raise what we made in the Export Broodmare Program because we are now going to allow breeding by ICSI and she thought this might bring in more fees but she feels she may have over shot that.

Mac Murray made a motion to table the Budget until the next meeting, seconded by Denise Chambliss. Motion carried 9:0.

The Trustees then broke for lunch at 12:30 p.m. and returned at 1:10 p.m.

## COMMITTEES

### 1. Marketing, Advertising, & Outreach

Mark Brown made a motion to keep Norma Alvarez & Denise Chambliss on the Marketing Committee, seconded by Mike Logan. Motion carried 9:0.

### 2. Stakes Committee

Mark Brown made a motion to keep Mike Logan and Nancy Summers on the Stakes Committee and then Mac Murray was added, seconded by Mac Murray. Motion carried 9:0.

### 3. Legislative Committee

Mark Brown made a motion to have Debra Laney, Helen Nave, and Norma Alvarez, seconded by Mike Logan. Motion carried 9:0.

### 4. Summer Party / Awards Banquet Committee

Mark Brown made a motion to have Norma Alvarez, Denise Chambliss, and Mary Barber, seconded by Mac Murray. Motion carried 9:0.

### 5. Horse Sale Party

Norma Alvarez made a motion to have Mark Brown, Mike Logan, and Mary Barber on this committee, seconded by Warren Franklin. Motion carried 9:0.

### 6. Finance Committee

Mike Logan made a motion to have Denise Chambliss, Jay Taylor, and Mary Barber on this committee, seconded by Warren Franklin. Motion carried 9:0.

Mike Logan would like to add the Stallion Auction Committee but it is not on the agenda so Mary Barber will put this on the next agenda as an action item. We might want to discuss giving a part of the proceeds to the Chaplain or a scholarship as well.

## DISCUSSION ITEMS

### PENDING REGISTRATIONS

This items had been put on the agenda by Debra Laney who could not make today's meeting so it was tabled.

### STAKES COMMITTEE REPORT

Mike Logan reported that we just did our stakes schedule and wrap up with Ruidoso Downs. They sent us copies of their nomination blanks for the early closing races. Ruidoso Downs did meet us half way on the overnight stakes for both Thoroughbreds and Quarter Horses with \$25,000.00 each but we are still off a little with us putting up \$45,000 more

than they are. We will work on getting that evened out for the next year. Mike Logan and Mary Barber had a discussion about it and felt that since Ruidoso made a great effort to work with us on the older stakes, we decided to not worry about the small difference on the contributions on the nomination blanks for this year. We will try to work with Ruidoso Downs earlier in the year. They sent us the nomination blanks just a week or so before the Commission meeting where they would be getting them approved.

There was some discussion about the purse money that Ruidoso Downs received from Zia Park. Mary Barber had talked to Chris McErlean about it and he explained that they gave Ruidoso Downs about \$2 million in 2023 and will probably do that again this year. He also said that their agreement goes through 2025. Zia Park did this in order to be allowed to cut their days from 48 to 30. Because of this Ruidoso Downs has had great purses and have had some \$75,000 races at the end of their meet. In 2022 they had just two for open horses but in 2023 they had three for open horses and three for New Mexico Breds.

Nancy Summers reported that we have three Thoroughbred Futurities at Ruidoso Downs and she feels that we do not have a big enough population to support that. When the Thoroughbreds are done running at Ruidoso Downs there are no horses left. She thinks that in 2025 we need to look at dropping one of those futurities. She heard that the nominations are down. Mike Logan said that they were down about 33%. Nancy would like to see if we cannot make a \$500,000 Thoroughbred futurity at the New Mexico State Fair. It would be better for the horses to run later in the year.

Helen Nave commented that she hates to do away with a race because we might not ever get it back even if we should bring up our population.

Mark Brown asked which race Nancy thought should be eliminated and she felt that the Thoroughbred Mountain Top would be the one to go. Later in the meet we have two futurities with one for colts and one for fillies. We could take the money from the Mountain Top and make the other two worth more. We could have two at Ruidoso, one at Albuquerque, and one at Zia Park. This will help to save those horses and also give us more three year olds to run later.

Mary Barber was asked what the numbers were for Thoroughbreds, and she went to look that information up.

Nancy Summers has talked to a lot of trainers about this, and they agree. Todd Fincher agrees and thinks it's a great idea. All his owners nominate to everything and they pressure him to run their horses in them. Not all stallion's offspring can hold up to running at two years old. If you notice, the Sporting Chance babies that ran this year have not come back. If you just point your foals to one at Ruidoso Downs and then run in the one at the Fair and then the one at Zia Park.

Mike Logan asked about races at Sunland Park that were cancelled. These were open stakes. Nancy Summers stated that we need to get more people to run here. We can't just hammer the breeds. The allowance races and Maiden Special Weight races at Zia Park brought people here and that is what we need to be advertising. We need to figure out how we can get more people to breed. We are struggling all around.

Mary Barber reported that in 2023 we had 323 two-year-old Thoroughbreds either registered or who have pending applications. We were up on the Thoroughbred broodmare registrations in 2023 as well.

Mike Logan showed the Trustees the color copy of the New Mexico racing calendar, track information, deadlines, and stakes schedule for all five racetracks that the office staff produced after he gave Mary Barber a similar one from Louisiana and asked her to see what we could come up with. We will be putting one of these in each of the sale packets at the horse sale. Amber Martin really did a nice job of making this look colorful and professional. It was suggested that we put this on the website and also have copies at the association's booth.

### **CODE OF CONDUCT & NMHBA GUIDELINES**

President Taylor passed around copies of the Code of Conduct and NMHBA Guidelines for each of the Trustees to sign and return to Mary Barber today. A copy is also in the Trustee booklets so you each have a copy for yourself. Helen Nave asked Mary to email a copy to the Trustees that are on Zoom so that they can sign them and email them back.

### **FUTURE MEETINGS**

Mary Barber asked the Trustees to look over the list of tentative dates for the Trustee meetings that she had come up with for 2024. She had scheduled most of them to be held on Thursday since that seemed to be a good day for everyone. There are a couple that are not on Thursday like the one we have in Ruidoso that is always on a Saturday morning and the one in October is scheduled for a Tuesday because that Thursday fell on Halloween and Mary thought that might not be a good day to travel and be away from home. The Nationals Final Rodeo starts on December 5<sup>th</sup> and she did schedule a meeting for that day so hopefully that will work out. Mary Barber asked the Trustees to look these meeting dates over and let her know if any of the dates will not work for them.

### **OPEN DISCUSSION**

President Taylor wanted to discuss selling our membership list. We used to do this for people who wanted to advertise a stallion and the fee was \$50.00. He wants the board to discuss this and vote to see if we want to keep doing this at the next meeting. Denise Chambliss asked if we might share the list with other jurisdictions if they would reciprocate. Norma Alvarez thinks we need to run this by the attorney before we do that. Mac Murray thinks that in today's world we get a lot of scams going around and do we really want to share that information? Mary Barber explained that in the past, we might share the list with the racetracks so that they could mail our members nomination blanks and the only time we would sell the list was if someone wanted to send out an advertisement for their stallion that was active in our stallion registry and then they had to put it in writing that was the only thing they would do with it. We haven't shared our list in years because now with the internet, people don't send out mailings very often. Norma Alvarez thinks that we should not sell it. President Taylor asked if we wanted to swap with other states and Norma Alvarez thinks that we could advertise in their publications. We need to put this on the next agenda as an action item. Warren Franklin thinks we need to ask the members on their application if we can share their information.

The next item was the new horsemen's contract that is eighteen pages long. Norma Alvarez asked Mary if she has any concerns about this contract and she does have a few things about New Mexico bred that is inaccurate. President Taylor thinks we just need to let

Sean Alfortish know about these things that are incorrect. Warren Franklin asked if the racetracks are even recognizing the horsemen and why are we even concerned with this? We don't want to be right in the middle of this and he does not see any reason to mess with it. President Taylor was called by Sean Alfortish and they talked for quite a while and he also talked to Paul Jenson. This board decided to stay neutral and we are a breeder's organization to register horses and to administer funds.

Leslie Fincher asked about the funds and the weekly reports. Mary Barber explained that the racetracks, since the horsemen were unrecognized, have opened their own horsemen's purse fund accounts. Every week they transfer the funds for purses into that account and they send the breeders our share along with the reports. I have been told by every racetrack that those reports are confidential and not to share them with anyone. By rule, we have to send a report to the Commission every month once the bank accounts have been reconciled but we do not share the reports with anyone. President Taylor added that we put out an Annual Report every year and it shows all of the funds we have and how they were distributed. We also get audited every year.

Ralph Vincent talked about Senate Bill 336 that expires in two years. The other thing that was in that bill was for the Commission to do a study within that time of where the liability insurance and HISA costs should come from. We argued that they should not be coming out of the purse money and SB 336 took care of that for now. It was a three-year deal and now we are down to two. HB 2 allocated \$75,000 to the Commission to do a study of the racing industry. Ralph tried his best to get those funds moved to LFC, but the Chairman wanted it to go to the Commission. That \$75,000 will go for a study of the industry and make recommendations. He does not want to leave anything up to the Commission to decide where this industry goes in the next few years. If nothing happens, that 1.2% goes back into the general fund and he can guarantee that they will want to take it out of the purse funds after that. Once HB 2 is signed in a week or two, they will have those funds available to them. Somebody needs to try to get someone to do a good study. They will probably take the easy road and use the same guy to do another study. We need to influence how that study goes. Mark Brown thinks we need to make sure that we have friends in the legislature and explain to them how this works. We don't want to make enemies, but we just need to explain that we need those funds for this. HISA has gone up a lot recently. Mary Barber told the Trustees that at the last Commission meeting, Izzy Trejo reported that the Federal Government is working on a way to pay for HISA, but it will not go into effect for a couple of years. Ralph Vincent said that the Commission is going to decide how that study goes and we need to use whatever pull we have to get someone good to do that study. Ralph's idea was to have our own task force and use people from each group in our industry but with the current environment he is not sure how that would work. Warren Franklin thought we should get the agriculture department to do this. Norma Alvarez volunteered to reach out and talk to them about doing a study and then go to the Commission and recommend them. Norma Alvarez and Ralph Vincent will try to have a meeting with Jeff Witte about this. We can put this on the agenda for the next meeting so that Norma Alvarez can report back to us.

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Jay Taylor  
President

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Mary M. Barber  
Attest